



KEYNOTE SPEAKER + CREATIVE PARTNER

JOHNNY CUPCAKES



LET'S COLLABORATE



REINVENT YOURSELF

Award-winning Entrepreneur & Brand Hysteria Expert!



If you dream of inspiring cult-like brand loyalty, Johnny is for you! Founder of the world's first t-shirt bakery, Johnny is known for helping other people create blueprints for building brand loyalty, creating memorable experiences, and inspiring innovation.



JOHNNY CUPCAKES



Speaker. Entrepreneur. Innovator. Prankster. ~~Baker.~~

Why have thousands of customers from around the world chosen to get Johnny Cupcakes' logo tattooed on themselves? And how does Johnny get hundreds of people to camp outside of his fake bakeries?

FEATURED BY

Forbes

Los Angeles Times

WIRED CNN npr

NBC WSJ MTV Inc.

BusinessWeek Entrepreneur MAGAZINE

Since 2001, Johnny Cupcakes—founded by speaker Johnny Earle—has grown from a “joke” to a multi-million dollar, highly exclusive t-shirt brand driven by a community of world-wide collectors. Johnny shares his story of how he took his t-shirt brand from the trunk of his rusty car at age 19, to disrupting an industry, breaking all of the rules, and being sought after by the largest brands in the world.

Johnny frequently speaks at businesses and universities worldwide. He has been named “Americas #1 Young Entrepreneur” by *BusinessWeek*, “Top Innovator in Retail” by *The Boston Globe*, has been recognized four years in a row for making it into *The Inc. 500/5000 List* of fastest growing independent companies in America, and has been featured on *MTV*, *NPR*, *Forbes*, *WIRED*, and as a case study in several branding and business books.

Johnny Cupcakes is known for helping other people create blueprints for building brand loyalty, creating memorable experiences, and inspiring innovation.



“JOHNNY INSPIRED ME TO HAVE
MORE FUN
 WITH MY COMPANY!”



FRÉDÉRIC ROZÉ,
 CEO, L'OREAL
 PARIS USA


Speaking Topics



While Johnny Cupcakes touches on dozens of topics and takeaways throughout his presentation, these are the top three main topics that take the cake.

Building Brand Loyalty, Customer Obsession, & Memorable Experiences

With each new launch, the hysteria around the 'Johnny Cupcakes' brand continues to conquer the globe. The reactions range from 10-block-long queues of fans anxiously waiting for the shop to open, to super-fan Cupcake tattoos—yes, permanent ones.

In this awe-inducing presentation, Johnny will educate you on how you too can create a wave of word-of-mouth marketing, loyalty, and obsession around your products, service or organization—and within your team—through the power of experiential branding.

Inspiring Team & Customer Culture

We talk about 'word of mouth' advertising as the holy grail of brand expansion, but countless businesses forget the word of mouth generated internally by their team and externally by their customer base.

There is no one that understands the mindsets of the customer better than Johnny Cupcakes. In this dynamic presentation he will inspire leaders to create a culture of 'brand obsessives', team members who will shout about the company values and engage with the brand on a deep level; resulting in loyal teams and bowled-over customers.

Continuing to reach, engage, and excite new generations of customers by reaching/speaking to them in an authentic way.

Finding a Way

So many ideas, so little resources! Some of the biggest business success stories were the product of dollar coffees and a loving parent's garage—including Johnny Cupcakes. So if you have the drive then this presentation will show you and your audience how to get behind the wheel and steer your organization into new territories and gently away from old ways!

With utter conviction and complete passion Johnny will talk leaders, entrepreneurs, marketers, and sales teams through the lessons he has learned on his journey to global domination, arming them with easy-to-apply strategies for growing small ideas into a global phenomenon. Johnny shares dozens of ingredients to success, including the power of details, collaboration, and the art of rolling with the punches while learning to adapt.

JOHNNY CAN BAKE YOUR THEME OR MESSAGE INTO HIS PRESENTATION





“When Johnny Cupcakes spoke at Inc.’s GROWCO conference, I didn’t know what to expect, but our people assured me he was a good speaker. That turned out to be a **drastic understatement.**”

PUTTING JOHNNY ON THE AGENDA WAS ONE OF THE BEST DECISIONS!”



ERIC SCHURENBERG,
EDITOR-IN-CHIEF,
INC. MAGAZINE

Inc.



Bringing the Fight for Bright Ideas with Virtual Speaking Engagements

Johnny has experience giving virtual keynote talks while bringing his signature contagious energy—engaging virtual attendees not just to come up with new ideas and solutions, but to develop a permanent sixth sense in solving problems with creativity and an entrepreneurial mindset.

Virtual Fee

As there is no travel involved in a virtual speaking engagement, Johnny offers a reduced fee as it allows him to spend more time with his baby cheeseburgers aka his twin daughters!

Recording Setup

No need to fear! Johnny has a dedicated recording studio in his home with all of the juicy AV ingredients! Professional lighting, shotgun microphone, USB Capture HDMI Gen 2, CAT8 ethernet cable from laptop to modem, 40 MBPS upload speed or higher, Panasonic Lumix GH4 camera with a wide angle lens, and professional backdrops.

Special Sauce

You've got mail! Hit home the importance of surprise and delight by gifting virtual attendees with custom collaboration Johnny Cupcakes t-shirts. The Johnny Cupcakes team will not only concept, design, and produce memorable team t-shirts, but they can take care of fulfillment too! Everyone working remotely will get a thoughtful, cozy, graphic t-shirt delivered to their home in Johnny's signature colorful packaging!



ALICE SNEARY,
PRODUCT MARKETING
MANAGER, FORRESTER

FORRESTER

“Johnny gave a keynote at our recent 3,000+ person virtual event. He did an amazing job telling his story with truth and heart, while sharing key insights for how he's built the Johnny Cupcakes brand into the powerhouse it is today. His story is the epitome of customer experience obsession, creativity, and bringing your whole self to work.

If you're looking for an offbeat and inspiring storyteller that leaves you (literally) hungry for more, Johnny Cupcakes is your speaker.”

“Johnny gave an amazing keynote speech for our first ever virtual #SDSummit event filled with thoughtful insight and humorous flare. His human to human perspective and marketing genius is something every business leader can apply to their organization.

10 OUT OF 10 PRESENTATION THAT LEAVES YOU DROOLING FOR ANOTHER BITE.”

JOHN MICHAEL ROSITO,
CUSTOMER SUCCESS
MANAGER, FORRESTER

“VIRTUAL STANDING OVATION FOR HIS SESSION!”

rackspace

CRISTINA CARRETERO,
SENIOR PRODUCT
MARKETING MANAGER,
RACKSPACE

ALLEN BONDE,
VP AND RESEARCH
DIRECTOR, FORRESTER

“Johnny Cupcakes is the Willy Wonka of t-shirts and experiential marketing. His talks are fun, genuine, and chock-full of tweetable goodness.”

WE RECEIVED 100% POSITIVE FEEDBACK!

I would highly recommend Johnny as a keynote speaker for any event!”

MER
Meeting & Event Resources

SHELLY RONEY, CMP
FOUNDER & PRESIDENT,
MEETING & EVENT RESOURCES

“It was a pleasure to work with Johnny! We hired Johnny to provide the keynote address at our annual global supplier network conference of 400 attendees with participants from 30 countries. Johnny was directly involved in our planning for his role in the event. His message was informative, engaging, inspirational, and funny! Our client and audience loved him!



ANU VIJH,
MARKETING LEADER
PALO ALTO NETWORKS

“I had the pleasure of hearing from Johnny at the SiriusDecisions virtual conference and I was just blown away, not only by his creative genius in marketing his brand into a successful business but his whole presentation style-

His was one of the best presentations of the whole conference! He brought to life in his presentation what we learnt in theory-hitting every aspect of marketing!!

Just brilliant. I would recommend him as a keynote at any marketing event as there's so much to learn from this clever cookie, no-cupcake.”



“JOHNNY CUPCAKES CAPTIVATED A VIRTUAL AUDIENCE OF MARKETING EXECUTIVES, SHARING ONE STORY AFTER ANOTHER.

Each filled with insights about creating the most unexpected customer experiences and showing appreciation for his team at work and at home. A creative person who puts people first - I can't wait to see his next creations!”

SUSAN MACKE,
RESEARCH DIRECTOR,
FORRESTER

“JOHNNY CUPCAKES IS THE TRUE DEFINITION OF AN ENTREPRENEUR.

He not only has the creativity to break out of the box but has an underlying understanding of what people want. He creates meaningful experiences for people that go far beyond the product that he is selling. This is why he is continuously creating massive demand for something as simple as a t-shirt. There is a lot to be learned from his story and I encourage you to catch his keynote (or hire him to give one) whenever you can!”

PointClickCare

JOHN WALKER,
DIRECTOR OF
DEMAND MARKETING,
POINTCLICKCARE

JOHNNY
REINVENTS
HIS BRAND
AS A HOBBY



297,840
AS AN ENTREPRENEUR
HOURS

Who is Johnny Cupcakes?

Local Ingredients

I am an entrepreneur who grew up south of Boston in Hull, Massachusetts. I like *Home Alone* (1 and 2), Wu-Tang Clan, Mario Kart, Korean BBQ, ping-pong, and pranking people. Determined to make more time with my loved ones, I started 16 businesses before I was 16 years old. From lemonade stands to having yard sales (when my parents weren't home), to being a magician, and selling candy in high school. Although I had a difficult time focusing in school, I certainly hustled when I found my passion. Eventually, my risk-taking curiosity of starting businesses, coupled with a goofy nickname from co-workers at Newbury Comics, led me to creating Johnny Cupcakes, The World's First T-shirt Bakery! This even allowed me to start employing my family and spending more time with the people I love, which is all I ever wanted.

The Secret Recipe

My t-shirt shops look and smell like a bakery, but without cupcakes! We display our culinary-themed t-shirt designs inside refrigerators, and package them in pastry boxes to add to the unique experience. Most tees come in a range of sizes for men and women, with select designs for kids and toddlers, and even infant onesies. New t-shirts release weekly, most of which are limited edition. We poke fun at pop culture by replacing pop icons with cupcakes. In the past, we've officially partnered up with Bicycle Cards, Hello Kitty, Marilyn Monroe's estate, Teenage Mutant Ninja Turtles and The Simpsons.

Johnny's Goals

I enjoy bringing out the kid in everyone. Not in the sense of getting loads of people pregnant, but you know, making people feel happy! I believe we do so by being an experience-based brand, from our retail environment, to our events, packaging and products. For example, on Halloween I have gone as far as releasing spooky-themed t-shirt designs while personally being delivered in an actual coffin and hearse. A global cult-like following has now formed, with Johnny Cupcakes t-shirt collectors (or 'Cupcakers') all around the world. Thousands of people have Johnny Cupcakes tattoos, while others have camped out up to two weeks for limited-edition t-shirts. Some customers have almost a thousand t-shirts, more than I personally possess! What I love most is how friendships are formed through the brand.

Do More Of What Makes You Happy

This is a quote that I put on the inside of each t-shirt's hem tag. It's important. It's what brought me on this fun journey. I'm no superhero, but if I was, I'd probably be *Fartman*. Ask my wife. Anyhow, I've learned through experience. You should too! Everyone has great ideas, but many are afraid of failing. I fail every day, but they are all learning lessons. Eventually something has got to work, right? That imaginary brick wall in your mind is made out of marshmallows and opportunities. You should eat that wall for breakfast, lunch, and dinner.

“ReviveHealth sponsored Johnny as keynote speaker at SHSMD, one of our big trade shows, and he blew away all expectations. **The audience loved him, the content and vibe and spirit really connected, and then Johnny was kind enough to visit our booth for 45 minutes to sign autographs and pose for photos with SHSMD attendees.** The line went all the way through the entire exhibit floor out to the convention center common area—must have been 300 to 400 people, maybe more. **I would recommend Johnny as a keynote speaker without any hesitation or qualification.**”



**HE IS A GREAT GUY,
A GREAT
SPEAKER,
AND WILL REFLECT WELL
ON ANY BRAND THAT
ENGAGES WITH HIM.”**

BRANDON EDWARDS,
CEO, REVIVE HEALTH

REVIVE HEALTH



AS SEEN ON
TV



“FORGET B2B OR B2C...”



IT'S ALL **H2H**” HUMAN TO HUMAN

JOHNNY CUPCAKES

Invest In Customers So They Invest In You

The personal touch helps to build loyalty, gain trust, develop avid brand fans and boost bottom line for minimal investment.

A Special Thanks

One time I took two weeks off from work, to work! I exported a list of all of my top spending customers, as well as the customers who have been with me the longest, to write them thank-you notes. Now, I didn't just write them a traditional short thank-you note. I filled up every inch of that card.

“Oh my god, you're from Long Island?! That's where my wife is from! Everyone says 'coffee' funny! Did you know that Tony Danza and Busta Rhymes are from Long Island, too? I learned that if you take the Long Island Rail Road late at night, you might slip on puke because people like to party hard, they have the best delis in the world, and the people there are loyal and scary (in a good way!) and loving. Anyhow, thanks for all of the support! My family and I appreciate your business! Much Love, —Johnny Cupcakes”

I ordered neon envelopes! I used Batman postage stamps! I used Johnny Cupcakes stickers to seal the envelopes! Anyone who received this, felt like it was their birthday! There was so much love, fun, and detail packed into this note that most recipients posted theirs on social media.

I believe that we can get free digital marketing through delighting customers.

The Typewritten Touch

My wife won't allow me to collect anymore vintage typewriters, I already own twenty of them. They all work, too! I've been kicked out of a couple of coffee shops for being too loud, but there's a bookstore that embraces me. :)

- When I use my clunky, metal, word machines, they allow me to write better.
- There's no backspace, so I use my words with more thought and color.

- I don't need WiFi, so I can go wherever I want, while having minimum distractions.
- There's an instant printer!
- The smell and the noise pull me into the pages that I'm typing on.

During October, I like to send out letters to my clients. Everyone receives cards around the wintery holidays, and yours or mine could get lost in the shuffle! Well, I might be the only wacko that sends out letters during the spooky season, but that's a GOOD thing! My competition is minimal.

Here's the method behind my madness:

- I type on the back of vintage skeleton educational charts.
- I package my letters inside of black envelopes.
- I use black Johnny Cupcakes wax seals.
- I use vintage postage stamps which are Halloween themed. For example: placing a 'Give Blood' stamp next to a Dracula stamp or placing an Alfred Hitchcock stamp next to a bunch of bird stamps.

Print is not dead.

Good humor and good design can rule supreme.

Many people coldly abuse CRM software and cut and pasted greetings, to the point that we now dread opening our e-mails. Just a little bit, you know?

As we scramble around to chase new business like cats chasing a laser pointer, I believe we can focus on what we have in front of us: our existing customers. And when we do venture off to win over new clients, we can do so in unforgettable ways. Quality over quantity. Creativity over mediocracy.

With a little bit of love and innovative thinking, we can get people's attention while making them feel happy. Best of all, we can teach our employees to fall in love with the process.



“Run—don’t walk—to hire Johnny to speak at your event!

The recipe is simple: mix equal parts incredible story and unbridled energy; add dashes of humor, creativity and passion; sprinkle with joyful nuttiness...and what you and your attendees are left with is an hour they will never forget. Pump up your own team; wow an external audience—

**THERE ARE SO MANY SETTINGS
WHERE THIS MAN WILL ABSOLUTELY
CRUSH IT.”**

ROB DUNN,
STREAMLINE EVENTS INC.





Step Into My ~~Oven~~ Store



Although we don't sell food, my shops smell like frosting. Our graphic t-shirts are displayed in refrigerators and packaged up in pastry boxes.

The entrance to our flagship store in Boston is through a huge secret-entrance oven. It's almost like *Willy Wonka & the Chocolate Factory*, but *Johnny Cupcakes & the T-shirt Bakery*!

MILLIONS OF T-SHIRTS SOLD

DIRECT TO CONSUMER

NOT THROUGH WHOLESALE

We had our great wall of retro ovens created from scratch!

We worked with the folks who built many of Jeff Koons massive balloon animal sculptures to make these big ideas come to life!

These open and close at random times, shooting fake steam out! We even had the ovens programmed so you couldn't guess which ones would open up next!

Recently, we turned the fake steam off, as it terrified too many children.





WE DISPLAY CULINARY THEMED T-SHIRT DESIGNS IN REFRIGERATORS

Mi Casa, Su Casa!

To create buzz, brands have rented out our flagship Boston store for Brand Activations, utilizing our prime location, friendly staff, design & production chops, and our loyal following.

Musicians and athletes have used our store for meet-and-greets and secret shows. Actual bakers have had live demonstrations and book signings. Meeting planners have worked with us to host client events and all-hands offsite meetings in our one-of-a-kind, inspiring store. When t-shirts are included, the crowd goes wild!

Get in touch and collaborate with the World's First T-shirt Bakery!





CUSTOMERS HAVE
CAMPED OUT ON
THE STREETS

UP TO
2 WEEKS

FOR
JOHNNY'S
PRODUCTS

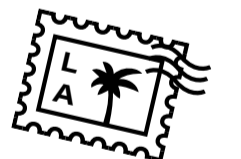


Pop-up Like It's Hot

Johnny has opened over 1,000 pop-up shops around the globe, bursting at the seams with loyal customers!

On the daily, he continues to experiment with entrepreneurship, marketing, and experience. Johnny is truly passionate about putting together the ever-changing puzzle that is; gaining customers out of curiosity, building loyalty through transparency, and crafting community through events.

Customers worldwide are looking for the same connection. Meeting them where they are, you're introducing brands to new potential lifelong fans and customers.



**“FAILURES
ARE JUST
EXPERIMENTS.
EXPERIMENTING
IS HOW WE
GROW.”**

**JOHNNY
CUPCAKES**





A Family Recipe



JOHNNY
"CUPCAKES"
EARLE
(ME)



LORRAINE
(MY MOM/CFO)

LINSAY
(MY SISTER/
BEST FRIEND)

Having a family-run brand already, I decided to bring my speaking engagements full circle, staying independent and keeping the business with my sister and my mom!

We also collaborate with wonderful humans at bureaus, independent event planners, meeting planners, and sales agents.

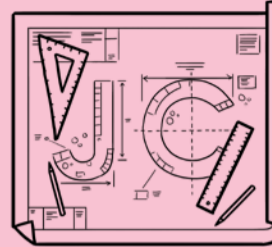
The goal is to bring a one-of-a-kind experience to each client I speak for, while helping them get their message across in a fresh, unique, and memorable way.

New Dad Energy

My wife and I are adopting and we just got matched with twin girls! We're thrilled! While they'll inevitably get sick of my dad jokes, I won't get sick of them.

Occasionally, I might accept select far away talks, but I'm hoping to do more speaking gigs in places that allow me to get back home to Boston the same day I travel out, with time to tuck in my girls.

This is the reason I produced this newspaper and sent it to you.



JOHNNY CUPCAKES HELPS CREATE BLUEPRINTS FOR BUILDING BRAND LOYALTY, CREATING MEMORABLE EXPERIENCES, AND INSPIRING INNOVATION

19+ YEARS AS AN INDEPENDENT FAMILY-RUN BRAND

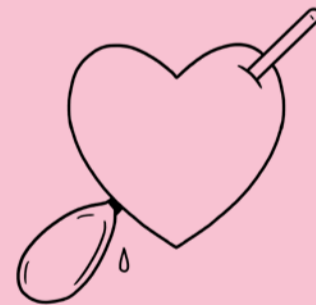


JOHNNY CUPCAKES

JOHNNY CUPCAKES NAMED AS AMERICA'S #1 YOUNG ENTREPRENEUR BY BUSINESSWEEK



PEOPLE ENJOY THE WHIMSICAL CULINARY JOHNNY CUPCAKES DNA THAT EACH T-SHIRT IS REMIXED WITH EACH PROJECT, MAKING IT ONE OF A KIND.



JOHNNY CUPCAKES HAS COLLABORATED WITH COMPANIES LIKE GILLETTE, THE SIMPSONS, NICKELODEON, HELLO KITTY, SUFFOLK UNIVERSITY, AND HOUSE OF BLUES.

WE'VE WORKED WITH EVERY TYPE OF WORKFORCE FOR THEIR CORPORATE GIFTING NEEDS

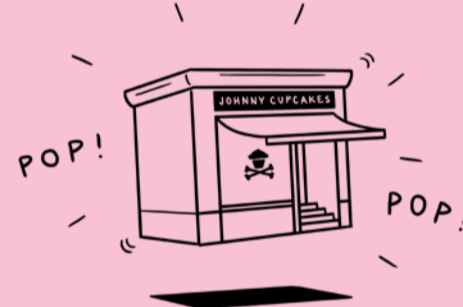
JOHNNY CUPCAKES SAYS IT'S IMPORTANT TO REALIZE LITTLE THINGS =



JOHNNY CUPCAKES STARTED SIXTEEN BUSINESSES BEFORE HE WAS SIXTEEN



JOHNNY OPENED 1,000+ POP UP SHOPS AROUND THE WORLD, 99% AT ZERO COST!



MILLIONS OF T-SHIRTS SOLD DIRECT TO CUSTOMER

JOHNNY CUPCAKES T-SHIRTS HAVE RE-SOLD FOR UP TO \$500+ ON EBAY

RE-SOLD



JOHNNY CUPCAKES WORKS WITH COMPANIES TO DEVELOP, DESIGN BRAND, MANUFACTURE AND PACKAGE HIGH QUALITY CO BRANDED, UNIQUE T-SHIRTS FOR CORPORATE GIFTING



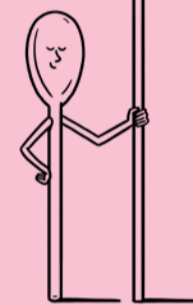
JOHNNY CUPCAKES HELPS COMPANIES ATTRACT LOYAL CUSTOMERS!



JOHNNY CUPCAKES HAS GIVEN HUNDREDS OF KEYNOTE TALKS INCLUDING TED X, APPLE, L'OREAL, P+G, HOW INBOUND, WIEDEN + KENNEDY, NXNE, VIVID AND MIT



THE WORLD'S FIRST T-SHIRT BAKERY



JOHNNY CUPCAKES

OVER 108 TIMES, HUNDREDS OF CUSTOMERS HAVE CAMPED OUT FOR JOHNNY CUPCAKES T-SHIRTS



JOHNNY CUPCAKES SAYS

NO MATTER THE INDUSTRY, EVERYTHING HAS BEEN DONE BEFORE IT'S ALL ABOUT HOW WE CONTINUE TO RE-INVENT OURSELVES



ON A FINANCIAL AND TIME BUDGET?

WE CAN SELL EXISTING TEES AT A BULK DISCOUNT!

JOHNNY'S SPECIAL PASTRY BOX PACKAGING IS AVAILABLE WITH MOST PROJECTS



JOHNNY CUPCAKES SAYS IN EVERY WORKFORCE CREATIVE THINKING MUST BE APPLIED!

STORIES AND SALES, MARKETING AND ADVERTISING, PRODUCT DEVELOPMENT, LEADERSHIP AND EDUCATION, CUSTOMER EXPERIENCE AND SOCIAL MEDIA.



JOHNNY CUPCAKES HELPS COMPANIES INVEST IN THEIR TEAM BY BUILDING THEIR SKILL SET FOR PERSONAL AND PROFESSIONAL ROI



GIVE YOUR TEAM AND ATTENDEES

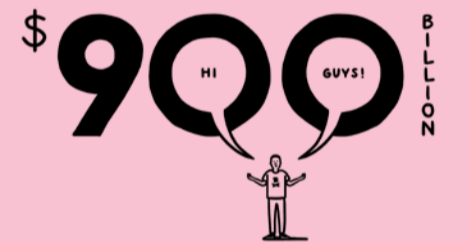
BONUSES

IN THE FORM OF CUSTOM JOHNNY CUPCAKES TEES!

JOHNNY CUPCAKES HAS OVER 300 FEATURES, INCLUDING FORBES, INC, NPR, MTV, WIRED, WWD, WALL STREET JOURNAL AND AS A CASE STUDY IN SEVERAL BRANDING AND BUSINESS BOOKS



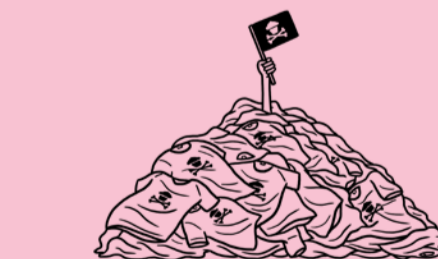
JOHNNY CUPCAKES HAS SPOKEN TO COMPANIES VALUED COLLECTIVELY AT OVER...



JOHNNY CUPCAKES DROPS MORE THAN FIFTY NUGGETS IN HIS PRESENTATION, WITH CORE FOCUS ON BUILDING BRAND LOYALTY, MARKETING AND INNOVATION



2000+ LOYAL CUSTOMERS WITH THE JOHNNY CUPCAKES LOGO TATTOOED ON THEIR BODIES



MANY TOP JOHNNY CUPCAKES T-SHIRT COLLECTORS OWN HUNDREDS OF JC TEES, INCLUDING ONE CUSTOMER FROM BELGIUM WITH OVER 1,000+ JOHNNY CUPCAKES TEES!



JOHNNY CUPCAKES IS NAMED TOP INNOVATOR IN RETAIL BY THE BOSTON GLOBE

“Johnny Earle’s record speaks for itself, but when he’s actually in your presence, telling his story and sharing his ideas...

YOU TRULY GET TO APPRECIATE HIS HEART, MIND & TALENTS.

He recently spoke to the Emerging Leaders at Harvard Law School on the Power of Networking, and to say he left the audience energized is a major understatement. We chose to invite Johnny over a traditional higher ed professional to **prove that the language of networking is universal.** He proved that case in under one hour.”

JEFFREY MCNAUGHT,
SENIOR DIRECTOR
OF STUDENT AFFAIRS
AND ADMINISTRATION
HARVARD LAW SCHOOL



More Than Just A Speaker



Along with his speaking engagements, Johnny offers these accoutrements to enhance the experience (at an additional cost):

- #1. Pop-Up Shop
- #2. Gift T-Shirts
- #3. Custom Merchandise
- #4. Vinyl DJ Set
- #5. What Would Johnny Do?
- #6. Activations & Brand Collaborations

#1. Pop-up Shop



Clients often request pop-up shops at Johnny's talks where we bring extra goodies.

These act as an ideal station for attendee engagements, meet-and-greets, photos, and t-shirt signings with Johnny.

For best results, we just need three tables, Wi-Fi and signage to direct the crowd. Pop-ups should be set up right outside of the room Johnny is speaking in, immediately following his talk.



#2. Gift T-Shirts



Forget to reward your attendees? Great for the last minute audience gift, we offer a mixed medley of Johnny Cupcakes t-shirts from our existing inventory.

Each attendee getting surprised with a unique t-shirt stirs up excitement and enhances networking, with people trading t-shirts for their favorite!

40 t-shirt minimum. 7-day notification.
\$25 per t-shirt.



#3. Custom Merchandise



“Students couldn’t get their hands on the t-shirts quick enough! The next time we do a custom t-shirt...

WE WILL DEFINITELY ORDER DOUBLE THE QUANTITY!”

ALEX PATERSON,
SUFFOLK UNIVERSITY

A very special way to say thank-you and a fun alternative to corporate gifting.

Johnny Cupcakes’ team works with your team on a special edition t-shirt. We take care of design, production and delivery. At a small additional cost, each t-shirt can come individually packaged in Johnny’s special pastry box packaging. A sweet moment is had when a custom t-shirt is presented to the audience at the end of Johnny’s presentation.

6–8 week turnaround from time of design approval.
100 t-shirt minimum at \$36, 200 tees at \$30, etc.

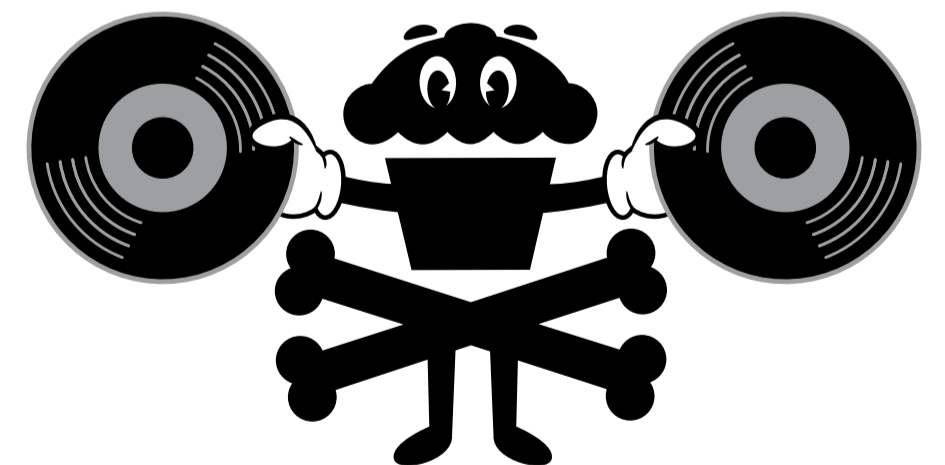


#4. Vinyl DJ Set



Johnny brings his personal collection of 7" singles for an analogue vinyl DJ set.

As a collector of vinyl records, Johnny can bring the tunes, accompanied with fun, uniquely-themed visuals. This is a blast for an after-party, cocktail hour, reception, or networking time.





“Hiring Johnny Cupcakes to come to our office was one of the greatest decisions we’ve made. Johnny’s ideas **grew our patient volume**, reviews, recognition in the market, staff morale and their views on customer service.

HE EVEN LED US TO
**WIN A GOLD LEVEL
ADDY
AWARD.”**



#5. What Would Johnny Do?



**BRAND THERAPY ALSO
AVAILABLE AS A ONLINE VIDEO-
BRAINSTORM OVER SKYPE.**

Brand Therapy to help your company rise to the top.

Available as a comprehensive office visit, or an add-on to an event, WWJD offers a unique way to get a fresh perspective on your company and see it through Johnny’s iconoclastic ‘cupcake-vision’.

WWJD (Event add-on)

In this informal workshop, Johnny leads audience members to share their war-stories, whipping up solutions from his own experiences and leaving them with new tools to tackle problems.

WWJD (If he ran your company?)

In this comprehensive brand therapy workshop, Johnny comes to your office and looks at all aspects of your brand through his innovative lens. At the end of the session Johnny will leave you and your team with a list of fresh ingredients to ensure you stand out from the competition and a recipe for unwavering customer loyalty.

Johnny will help build a brand’s fans/customer base, reach new generations of consumers authentically, and help your bottom line.



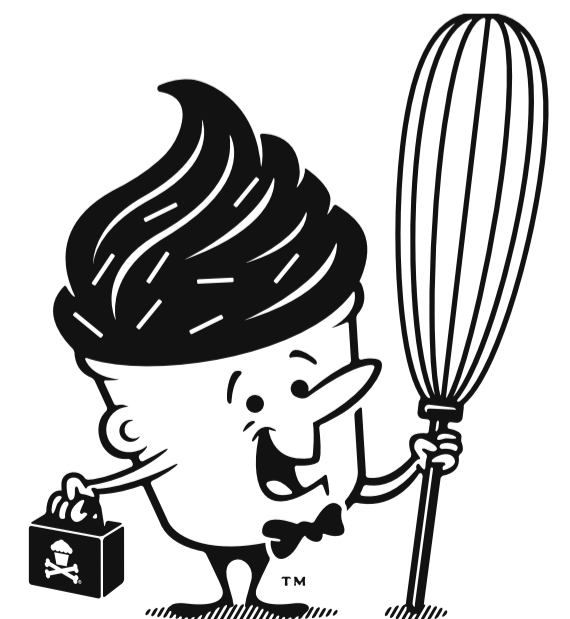
#6. Activations & Brand Collaborations

Johnny Cupcakes is a creative agency with all hands on deck. Let Johnny take your brand home and cook up something special with his Cupcakes team.

For a limited time, on a project basis, Johnny can treat your brand as his own, with the goal of building up hype, garnering new customers and creating great digital content that can be reused. Johnny can bring his unique vision to your brand, on all different scales.

This could take shape as:

- A collaborative pop-up shop designed by the Johnny Cupcakes team.
- A brand activation at Johnny's flagship Boston store—279 Newbury Street—or in any city your heart desires. Johnny's loyal fanbase stretches across the globe.
- A Johnny Cupcakes cross-pollination with your brand, where customers walk away with something of both brands.
- Johnny leads his team to create a big one-of-a-kind project that could include some or all of the following:
 - special merch release
 - product development
 - collaboration
 - brand activations
 - online video content
 - Johnny on-site for launch
 - social media mentions
 - social campaigns
 - creative brainstorming
 - customer service and fulfillment (if required)





“Words to describe our hugely successful collaboration, may also define Johnny Cupcakes’ fantastic team—
BRIGHT, BOLD, COLORFUL AND FUN.”

RICARDO CRUZ, DIRECTOR, US LICENSING, 20TH CENTURY FOX CONSUMER PRODUCTS



THE FASTEST SELLING COLLABORATION CASIO G-SHOCK WATCH!



JAMIE GLAZER
NICKELODEON / VIACOM
TEENAGE MUTANT NINJA TURTLES

“OUR EXPERIENCE WITH JOHNNY CUPCAKES WAS EXCEPTIONAL!

Our TMNT t-shirts could not have turned out any better!”



“THE REACTION HAS BEEN PHENOMENAL!”

SUZY LEE RAI, VP COLLABORATIONS, NICKELODEON

The Cherry On Top



With each speaking engagement, Johnny Cupcakes provides small surprise gifts for all attendees to hit home the importance of experience, surprise and delight.

The 'JC Pin Pack' is a business card-sized ziplock bag, filled with a Johnny Cupcakes pin, sticker, candy, and a random vintage trading card. You might get *New Kids On The Block*, *Ninja Turtles*, or some other quirky, nostalgic treasure.

We work with your team to hide these by attaching them under each seat before Johnny's talk. At the end of his presentation, Johnny hits home the importance of experience, surprise, and delight, by having attendees reach under their chairs for a hidden gift!



“We had over 650 attendees at the event. In post-event surveys Johnny scored highest of all 13 main speakers.”



“Johnny Earle’s humorous and self-deprecating tale of how resilience and resourcefulness has continually fueled the success of Johnny Cupcakes is both entertaining and compelling.

It challenges all of us to think about how we can use basic ingenuity to strengthen our business results and always be prepared to make lemonade when we are dealt lemons.

Johnny is a truly delightful speaker who wholly engages his audience while delivering some fundamental and inspiring business and life lessons.”



“Mr. Johnny Cupcakes recently keynoted at the *Deltek Insight Conference* and was a fan favorite. Johnny’s unique blend of entrepreneurial spirit and art of the human connection are rare in today’s world, but he nailed it!

ALTHOUGH JOHNNY HAS EXCELLED SPECIFICALLY WITHIN ENTREPRENEURSHIP AND RETAIL, HIS STORY IS BROADLY APPLICABLE AND WAS INCREDIBLY INSPIRING AND ENTERTAINING.

Everyone at our user conference left motivated to breathe new life into their organization, firm, business, etc and ‘do more of what makes you happy’. I would highly recommend Johnny for your next big event or keynote opportunity!”



“IT IS EVIDENT THAT JOHNNY TRULY CARES

...which is why his business practice of **going the extra step and creating small but meaningful consumer experiences** has translated into the success of Johnny Cupcakes. We had the opportunity to hear Johnny’s story earlier this year. Johnny is an energetic and excellent speaker that is highly engaging. Our entire team from corporate to dealer left the room benefiting from easy-to-implement best practices.”



“Johnny delivered his keynote with personality, authenticity and inspiring energy. He engaged the audience with his story, and made it relevant to the themes and ambitions of our conference.

MOST IMPORTANTLY, HE INSPIRED US TO THINK DIFFERENTLY...

...and even more, had a lasting effect, as since the conference **colleagues have taken a ‘Johnny Cupcakes approach’ to some of our business challenges. Thanks, Johnny!**



Bakers Know How To Stretch The Dough!



Have a limited budget? We can brainstorm on ways to collaborate with outside sponsors.

Warm Welcome

A sponsor could introduce Johnny before the talk.

A Good Sign

Johnny could do a t-shirt signing or a meet-and-greet next to/at a sponsors booth.

Shout Outs

Johnny could mention the event and sponsor on his social media—through all channels combined he reaches over half a million customers. And he could tag them in a post or two.

Down To A “T”

Johnny could add a sponsors name to a shirt design (without compromising the visual power of the design of course).

**“I DON’T SELL
MERCHANDISE.
I SELL MEMORIES.
MERCHANDISE
IS THE
BYPRODUCT.”**





Creative Thinking: A Case-Study

Sure, we could release another product and stick to what we know, but why be ordinary when we can be extraordinary?

Halloween season is approaching, this time let's do something different:

- Create Halloween t-shirts with fake movie titles, like *Count Spatula*, *Robot Ovens From Mars*, and *Rise of the Two-Headed Zombie Chef*!
- Create fake movie trailers for YouTube to build hype!
- Hire employees and customers as actors, building loyalty in the process!
- Close my store during daylight hours, and only sell spooky t-shirts at night, so that customers have to come in the dark to purchase them!
- Show scary movies in windows!
- Rent out a popcorn machine to treat customers!
- Have staff dress as red-vested movie theater ushers turned zombies!
- Set the store up like a haunted house and photograph customers as they're being scared!
- Have a costume contest so everyone has a chance to win, which builds engagement!
- Package the movie themed t-shirts in VHS tapes to give customers an experience, adding value and uniqueness to an ordinary t-shirt!
- Instead of spending a lot of money on traditional advertising, rent out a real hearse and a real coffin from a creepy dude on Craigslist!
- Brand the hearse with decals that say, *Johnny Cupcakes The Undertaker Baker*!
- Get myself delivered to the store by the real hearse, inside of the real coffin, arriving right as the doors open!
- Acquire thousands of dollars in free marketing, as Channel 7 News shows up to document the event, while everyone—attending or not—posted photos on social media!
- Create life-long memories with customers and pedestrians by making them feel like a kid again!

**“IF I CAN DO THIS WITH SOMETHING AS WEIRD AS
CUPCAKES ON T-SHIRTS AND LITTLE-TO-NO RESOURCES...**

**THEN NO MATTER YOUR JOB OR INDUSTRY,
YOU TOO CAN INNOVATE!”**

*JOHNNY
CUPCAKES*





“JOHNNY HAS ‘CREATIVITY-AS-A-BUSINESS STRATEGY’ NAILED

...and he’s able to turn it into a talk which is so coherent and thoughtful that even a bean counter would understand why creativity is the most powerful, yet untapped force in business today.”



“We have worked with over 1,000 speakers over the last 12 years, and can safely say that Johnny Cupcakes is...

ONE OF OUR FAVORITES!

Sincere, down-to-earth, motivational—a true pleasure to watch and a crowd favorite!”



“Johnny Earle is a wonderful speaker who engaged us at The Honest Co. and inspired so many of our people. He came prepared, brought a ton of energy, and...

SHARED SOME GREAT WORDS OF WISDOM ABOUT CREATIVITY, TAKING RISKS, AND CONQUERING ADVERSITY.

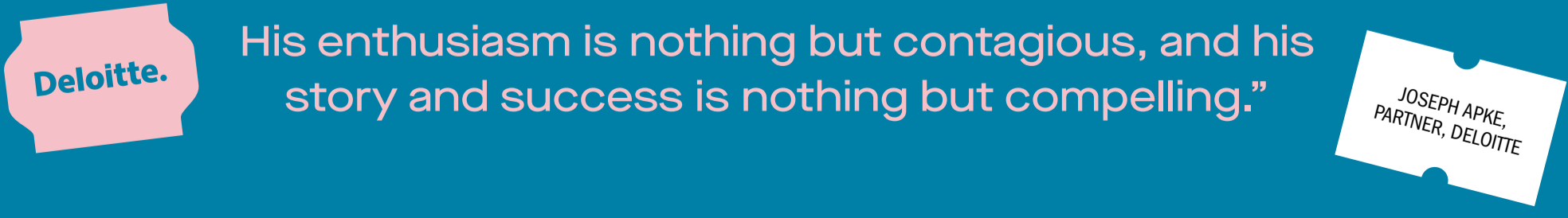
He is also just a super cool guy. I would highly recommend having Johnny speak at your event or your company.”



“Johnny recently spoke at a meeting of Deloitte leaders. It was a tough and diverse audience that included those at the beginning of their careers and those near the end, some forward thinkers and some who are more traditional. Despite the diversity, Johnny captured the attention of everyone in the room and successfully...

CHALLENGED ALL OF US TO THINK A LITTLE DIFFERENTLY ABOUT HOW WE SERVE OUR CLIENTS AS WELL AS HOW WE CHOOSE TO LIVE OUR LIVES.

His enthusiasm is nothing but contagious, and his story and success is nothing but compelling.”



“As a journalist I have sat through thousands of presentations and few are as entertaining, thought-provoking and enchanting as Johnnys.

HE SHOULD GIVE A MASTER CLASS ON KEYNOTE SPEAKING.

I have never seen audiences as devoted to every word.”



“Johnny’s talk was a huge inspiration to me, and...

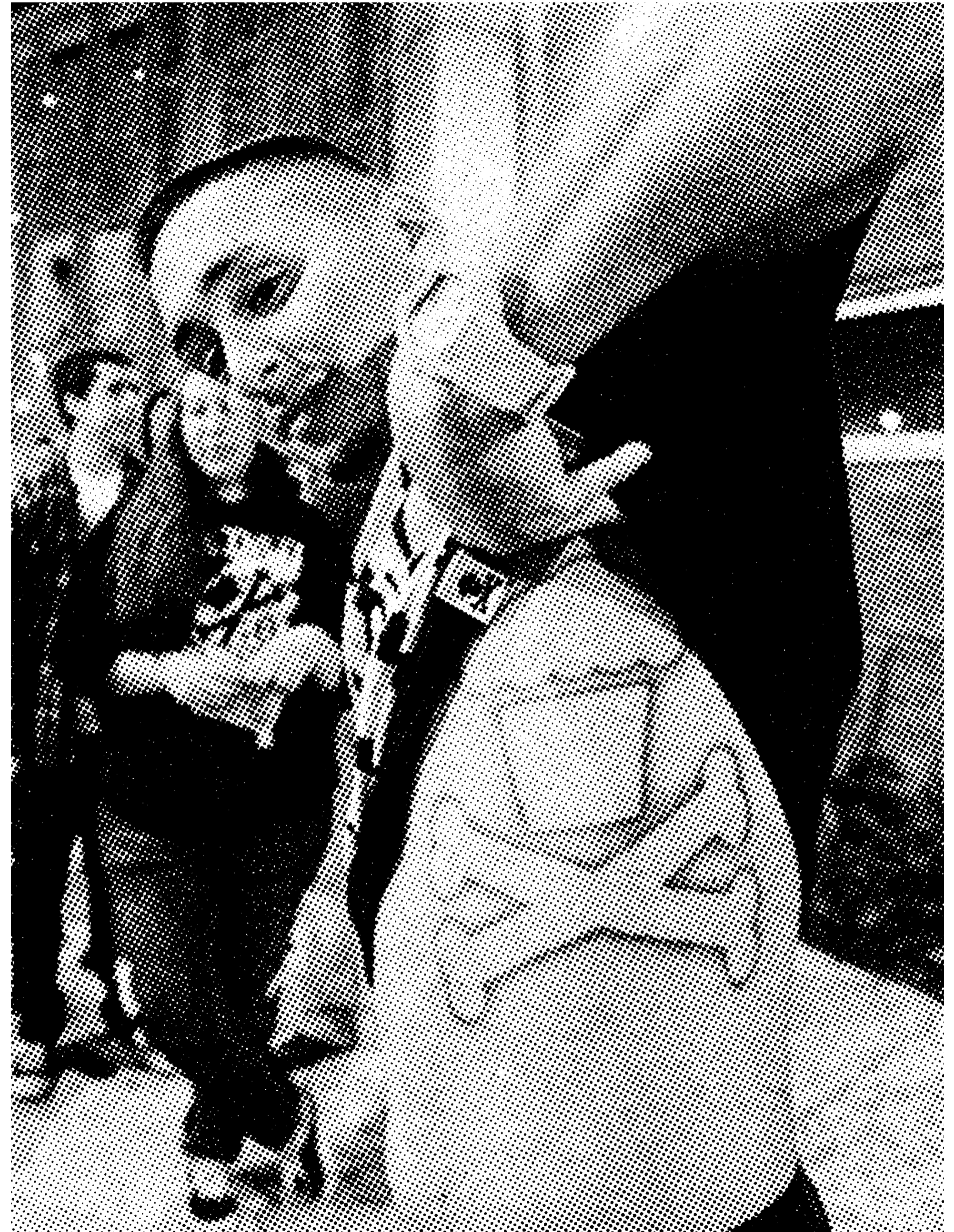
DEFINITELY HELPED SHAPE THE DIRECTION OF OUR COMPANY.

We work so hard to make all of the details in everything we do delightful and surprise people all the time.”



“IF YOU WANT CUSTOMER LOYALTY...”

THERE ARE
THOUSANDS
OF LOYAL
CUSTOMERS
AROUND
THE WORLD
WITH JOHNNY
CUPCAKES
TATTOOS





...YOU MUST BE LOYAL TO YOUR CUSTOMERS.”

JOHNNY CUPCAKES

Dear Johnny and Team,

I just want to thank you for the awesome experience today at the New York event. But the icing on the cake, for lack of a better term, was the joy you brought to my autistic nephew, Andrew. We waited in line for hours and normally he can not do such a thing. Every time we moved closer you could see the excitement and joy in him. When Johnny walked the line an said a simple "hi" he could not stop talking about it. He had a great time once we got inside. Yet the best part of all is when Johnny was talking to him and gave him the fake cockroach. The entire ride home he talked about that cockroach. You guys are doing so much more than selling t-shirts.

Thank you so, so much guys.



Matthew Burns



“THIS IS BUSINESS BUILDING FROM THE HORSE’S MOUTH – NOT FROM SOME CONSULTANT’S ARSE.”



momentum

PAUL GASCOIGNE,
CREATIVE DIRECTOR,
MOMENTUM WORLDWIDE

Hello stranger holding this paper! **My name is Johnny Cupcakes.**
I own a culinary-themed t-shirt brand with retail stores set up like bakeries.

Although **we don't sell food,** my shops smell like frosting. Our graphic t-shirts are displayed in refrigerators and packaged up in pastry boxes. The entrance to our flagship store in Boston is through a huge secret-entrance oven. It's almost like *Willy Wonka & the Chocolate Factory*, but *Johnny Cupcakes & the T-shirt Bakery!*

WOWZERS! Thousands of customers around the globe have Johnny Cupcakes tattoos! I've been in business for 19+ years. As a traveling **keynote speaker,** I teach my secret ingredients on building brand loyalty, creating memorable experiences, and inspiring innovation.

As a brand, we create fun experiences in coordinating speaking engagements, pop-up shops, and potentially collaborating with sweet people, like yourself, on **custom merch & brand activations.** We handle all of the design and production. We also share on social media!

We've collaborated with event planners, ad agencies, conferences, and small and big brands such as The Simpsons, TEDx, Marriott, Deloitte, ASAE, INBOUND, and Nickelodeon.

Let's bake up something unique together!



BOOK JOHNNY NOW

CONTACT US FOR AVAILABILITY



I can make myself available for any exploratory pre-booking conference calls.

279 NEWBURY STREET, BOSTON, MA

@JOHNNYCUPCAKES

